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I have a dream

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Martin Luther King Square



Robert Lewis



Ulysses J. Montgomery



Mortimer Fleishhacker, Jr.



Mortimer Fleishhacker III

Modern, striking, bright, attractive...

These will be the words for Martin Luther King Square.

Three-story apartment houses will line a landscaped central mall—with generous open spaces and play areas.

All this replaces old, unused and obsolete buildings—the now demolished Foster & Kleiser Company block.

In a way, this is symbolic...

For it is making way for new hopes and new homes for those who live and work in the Western Addition.

The apartments will range from one to four bedrooms.

One third of the 110 units will be leased to the San Francisco Housing Authority for low income A-2 families at greatly reduced rents.

The remainder will be rented to moderate-income families at rates substantially below the market.

Martin Luther King Square would have been impossible without the co-operation and collaborative planning of the community—and the following:

- Mortimer Fleishhacker, Jr. and Mortimer Fleishhacker III, civic leaders who volunteered to develop the block, who provided the seed capital for design and loan processing, and who generously offered to transfer their interest without a profit to the Fillmore Community Development Association.
- The San Francisco Redevelopment Agency, having pledged to have the Western Addition renewal area built by and for Western Addition people, allocated this land exclusively for this socially oriented housing.
- The Fillmore Community Development Association, led by its project coordinator, Ulysses J. Montgomery, and its president, Robert Lewis, which will own and manage Martin Luther King Square on a non profit basis. The Association will select Western Addition residents for tenants in accordance with relocation priorities.

William E. Guthrie
representing
Community Estates
(Seventh Day
Adventists)



Dr. Wesley F. Johnson
representing
Johnson Development
Company



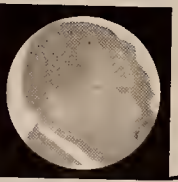
Floyd Pierce
representing
Jones Memorial
Homes Inc.



Paxton Beale
representing
Beale Eye Foundation



Ulysses J.
Montgomery
representing
Fillmore Community
Development
Association



Robert Lewis
representing
Fillmore Community
Development
Association



The Reverend
H. G. Green
representing
Turk Development
Company



The Reverend
D. Manning Jackson
representing
El-Bethel Baptist
Church Inc.



Walter Taylor
representing
Most Worshipful
Prince Hall
Grand Lodge

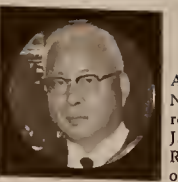


More Socially Oriented Housing Scheduled for Western Addition Area A-2— And the Sponsors of Each Block

Low and moderate rental housing is possible through redevelopment, which enables land costs to be reduced drastically and 3 per cent, 40-year mortgage loans to be made.



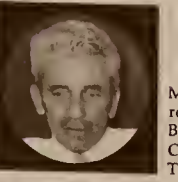
Archbishop
Nitten Ishida
representing
Japanese American
Religious Federation
of San Francisco



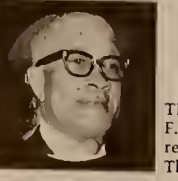
Julian Richardson
representing
Fillmore Community
Development
Association



Morris Less
representing
Building Material &
Construction
Teamsters, Local 216



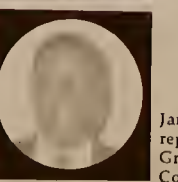
The Reverend
F. D. Haynes
representing
Third Baptist Church



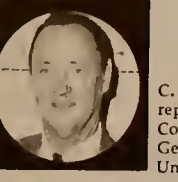
The Reverend
J. Austelle Hall
representing
Bethel A.M.E. Church



James B. Phillips
representing
Grove Development
Company



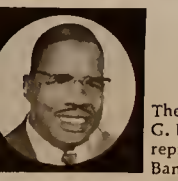
C. R. Johnson
representing
Construction and
General Laborers
Union, Local 261



The Reverend
E. L. Evans
representing
Friendship
Institutional
Baptist Church



The Reverend
C. L. Bedford
representing
Banneker Homes



In now immortal words, the Reverend Dr. Martin Luther King, Jr. once told of his hopes for the human race—"I have a dream . . ."

In San Francisco's Western Addition renewal area, many men and women have had dreams, too—smaller, to be sure, but no less true.

And now, some of those dreams are drawing closer to reality.

The first new housing—for and by the people of the Western Addition A-2 Redevelopment Area—is about to be built.

A complete block—bounded by Turk, Pierce, Eddy and Steiner—will soon be covered with 110 garden apartments of low and moderate rents.

The sponsor is the nonprofit Fillmore Community Development Association—wholly owned by Western Addition residents.

It is typical of much more housing to come—sponsored, built, owned and managed by the community for the community.

Fittingly, this first block will be named Martin Luther King Square . . .

A small tribute, but a genuine one—to a man and a dream worthy of not only a nation but a world.



The Western Addition Community Tree

This broad-leaved evergreen, first dedicated at the Martin Luther King Square groundbreaking, is a very special tree—hopefully of long life and of many dedications.

This community tree will be present at the groundbreaking of each major development of housing by and for Western Addition residents.

In between times, it will be displayed throughout the Western Addition, where it can be tended and enjoyed by the people whose new and renewed community the tree symbolizes.

Martin Luther King Square Architects:

Kaplan & McLaughlin, San Francisco
Fillmore Community Development
Association
1710 Eddy Street, San Francisco,
California 94115
San Francisco Redevelopment Agency
Post Office Box 646,
San Francisco, California 94101

3 1223 08678 9725

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Design—Ken Ruffner

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